



# Guerilla Marketing A Type Of Marketing Strategy For Company Development

**Muminova Umidakhon  
Dilshod qizi**

Assistant teacher, Tashkent Institute of Textile and Light Industry

## ABSTRACT

The article defines the concept of guerrilla marketing, as well as the experience of Uzbekistan in developing a guerrilla marketing strategy.

### Keywords:

marketing, guerrilla marketing, strategy, competition, business, consumer, supplier, buyer, finance, promotion, advertising tools, social networks

## Introduction

Marketing is the art of getting people to change their minds or support their intentions if they are inclined to do business with you.

Any communication between a business and a consumer is marketing. Even the most insignificant contact can become the key to consumers and this does not always mean that you need to invest a lot of money in it.

Every year, competition among businesses is growing, and new methods of advertising, development, and promotion of companies appear. Every year, advertising tools become more expensive, so small businesses that do not have sufficient funding have no chance to survive in the current competition. At the same time, the situation is aggravated by the fact that the consumer has become less sensitive to simple advertising.

Jay Conrad Levinson found a solution for small businesses. In 1984, Levinson published the book Guerrilla Marketing. In his book, he presented ways to promote small businesses at minimal cost. Levinson D.K. said in his writings: "This strategy is for those entrepreneurs whose

budgets are small, but their imagination is great"

Features of guerrilla marketing are

- Maximum level of creativity, constant search for bright, catchy, unusual ideas that have not previously been used on the market.
- Shocking methods of influencing the buyer, humor "on the verge of a foul", provocative images that play up situations that are not usually discussed publicly.
- The virtual absence of serious financial costs for content production.

	<ul style="list-style-type: none"> <li>• Strict exclusivity of each advertising campaign</li> <li>• It is forbidden to repeat the same techniques twice.</li> <li>• Use of psychological triggers to subconsciously influence clients.</li> </ul>		<p>marketing. The more subscribers a celebrity has, the more effective the product placement will be; many will want something "like hers."</p>
World Wide Web's promoting channels	<ul style="list-style-type: none"> <li>• Social networks do not require money from the manufacturer for registration and publication of materials on its behalf, unless we are talking about contextual advertising. An ideal platform for distributing viral content of any kind.</li> <li>• Thematic forums and websites - life placement technologies are best revealed here. Stories from the perspective of an ordinary person are perceived by the audience much more responsively than official press releases with their specific presentation.</li> <li>• Personal blogs of famous media persons - such channels cannot be called cheap, but they are also classified as guerrilla</li> </ul>		<p>Uzbekistan has a lot of experience in guerrilla marketing, but people are not familiar with this term and in most cases, people themselves, without realizing it, use this type of promotion strategy in business.</p> <p>Word of mouth is popular in Uzbekistan and people most often come to buy products based on recommendations. It is worth noting that the battery manufacturing company "Beshr" used an excellent method of advertising at minimal cost by painting poles in the form of giant batteries, which attracted the attention of a large number of people.</p> <p>Some guerrilla marketing ideas that could be applied in Uzbekistan might include:</p> <ul style="list-style-type: none"> <li>-Using national traditions: Incorporating elements of Uzbek culture and traditions into advertising campaigns can help a brand stand out and establish stronger connections with local audiences.</li> <li>-Collaboration with local influencers: Working with popular personalities in Uzbekistan can help increase advertising exposure, as local celebrities often have a large influence on the public.</li> <li>-Active participation in social media: Uzbekistan has an active online community. Using social media to run contests, promotions, or spread viral content can be effective.</li> <li>-Religious and cultural sensitivity: Religious and cultural sensitivity is important in advertising campaigns. Guerrilla marketing must be careful not to offend the sensibilities of the local population.</li> <li>-Unusual Approaches to Advertising: Using unusual advertising formats such as graffiti, street art, and unusual print ads can attract the attention of people passing by.</li> </ul> <p>However, it is important to remember to comply with laws and regulations regarding advertising in Uzbekistan to avoid negative</p>

consequences. Also, the effectiveness of any marketing strategy depends on how well it matches the interests and needs of the target audience.

The only objective disadvantage of guerrilla marketing is that the specific results of an advertising campaign are difficult to accurately predict. But even this nuance does not cover all the potential advantages of the method, otherwise world-famous brands would not use the technology to promote their products.

## References

1. Ф. Котлер Основы маркетинга. - Москва, Санкт-Петербург, Киев: Издательский дом "ВИЛЬЯМС", 2007. - 13 с.
2. Левинсон Дж.К. Партизанский маркетинг. Простые способы получения больших прибылей при малых затратах. Манн, Иванов и Фербер, 2018. С.15.
3. Левинсон Дж.К. Партизанский маркетинг. Простые способы получения больших прибылей при малых затратах. Манн, Иванов и Фербер, 2018. С.432.
4. Как партизанский маркетинг помогает поднять розничный бизнес в Узбекистане // Узбекский Ретейл URL: <https://uretail.uz/news-details.php?nid=92> (дата обращения: 13.11.2023).
5. mbschool.ru. (n.d.). *Партизанский маркетинг: особенности и преимущества*. [online] Available at: <https://mbschool.ru/articles/partizanskiy-marketing> [Accessed 29 Nov. 2023].